

The background of the slide is a scenic photograph of a valley. In the foreground, there are some dry, brownish branches and green foliage. A calm body of water, likely a reservoir, occupies the middle ground, reflecting the sky and the mountains. In the background, a range of rugged, rocky mountains stretches across the horizon under a clear blue sky.

BOULDER VALLEY COMPREHENSIVE PLAN COMMUNITY SURVEY 2016

JANUARY 24, 2017

METHODOLOGY

- Random Sample Survey
 - Residents of City of Boulder and Area II
 - Postcard mailing to 6,000 randomly selected households
 - Online survey was password-protected to ensure data integrity
 - 623 responses
 - Margin of error: +/-3.9 % at the 95% confidence interval (3.2% for 2015 survey)
 - Net response rate of 11.1% (2015 survey was 16.8%)
 - Raw survey results weighted to match US Census demographic profile for age and housing tenure
- Open Link Survey
 - Results kept strictly separate from random sample

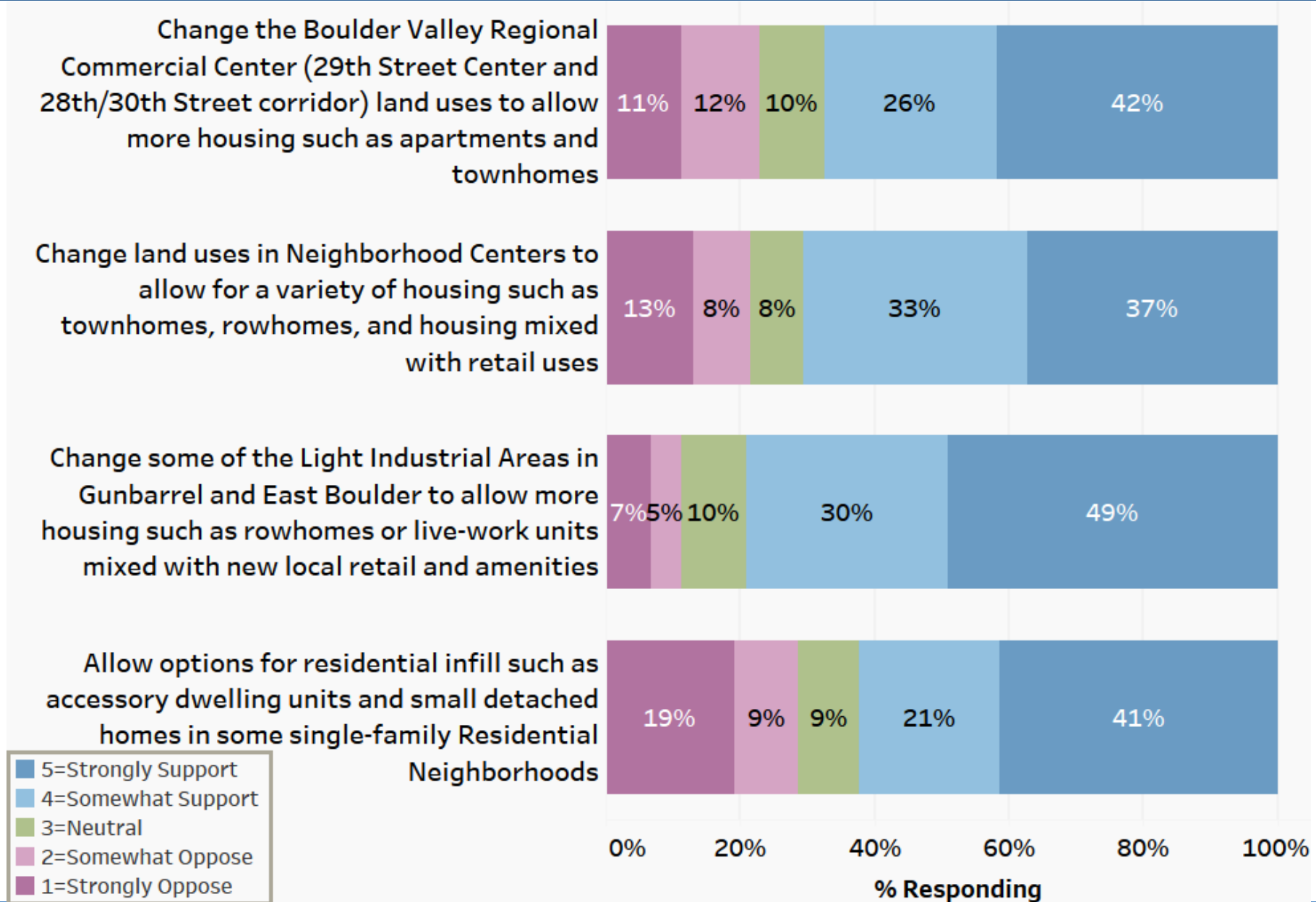
SELECTED OBSERVATIONS / THEMES

1. Survey results provided rich and detailed feedback, both quantitative and qualitative
2. The survey reached those who:
 - Are not familiar with the Comp Plan (55% “never heard of it/know nothing about it” or “do not know much about it”)
 - Are not following the current update process closely (79% “not at all” or “not too closely”)
 - Have not participated in any other input sessions (77% have not)
3. Quality of life valley-wide is perceived as very good or good by 93% of residents.
4. Roughly 1 in 5 say community headed in wrong direction, 1 in 5 say right direction, and 3 out of 5 have a mixed reaction

5. Housing affordability remains a top concern

- Support for “allowing additional housing potential in Boulder only if a substantial amount of any future housing is permanently affordable to low and middle incomes” (60% support)
- Support for land use changes to allow more housing in locations like BVRC, Neighborhood Centers, Light Industrial areas, and residential infill (62% to 79% support)
- More affordable housing units is a priority for neighborhood improvement (17% picked it as their top improvement; 46% selected it as one of top 3 improvements)
- “Additional permanently affordable housing for low and middle income households” is the top developer benefit (34% picked it as their top benefit; 61% selected as one of top three benefits)

LAND USE CHANGES TO ALLOW FOR MORE HOUSING



6. General level of support for residential infill options in established single family neighborhoods (62% to 73% support for four options presented)
7. Mixed reaction was noted to limiting the size of new homes. However, support was seen for changing regulations to allow for two or three smaller homes rather than one very large home.
8. “Preservation of existing housing and existing character of the neighborhood” is very important and needs to be incorporated (18% chose as the top improvement, 32% in top three)

9. Respondents support the enforcement of height limits. Most oppose allowing buildings up to 55 feet in additional areas of the city. Reaction is tempered somewhat if additional community benefit is provided.
10. 41% think development should not be allowed increases to density or height

11. Variations in response patterns by sub-community to certain proposed changes

Topic	Primary Subcommunities
Value preservation of existing housing and existing character	<ul style="list-style-type: none">• Central Boulder - S of Arapahoe (56%)• Gunbarrel (51%)• North Boulder (45%)
Value more affordable housing units	<ul style="list-style-type: none">• Central Boulder – N of Arapahoe (52%)• South Boulder (46%)
Want more retail within a 15 minute walk	<ul style="list-style-type: none">• East Boulder (49%)• Southeast Boulder (37%)
Plan for future nearby commercial or mixed use	<ul style="list-style-type: none">• Southeast Boulder (30%)
Better sidewalks, bike lanes, and pedestrian crossings	<ul style="list-style-type: none">• East Boulder (42%)



THANK YOU
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Developer benefits desired include:

- Energy efficiency improvements beyond what is required (41 percent chose in top three benefits)
- Additional accessible and useable open spaces (34 percent)
- Non-profit space or affordable commercial space (30 percent)